S2 Richard Hirsh WRMC materials
1973-1974

Folder 12

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1 July 2022

Rebekah Irwin and Danielle Rougeau
Special Collections & Archives, Middlebury College
110 Storrs Ave.
Middlebury, VT 05753

Dear Ms. Irwin and Ms. Rougeau:

Thank you for corresponding with me by email about some artifacts that might have value to others when stored at the College Special Collections & Archives. I have included some of the materials we've discussed in this package. They include:

- News text as it came off the UPI teletype machine, a big, noisy device that printed stories that news people edited and read on the air. The original paper color was salmon/yellow, and it was loaded in large rolls into the machine. One story is dated 22 January 1973, reporting the death of former President Lyndon Johnson. Readers can see how the teletype machine updated the story as details came to UPI.
- Some lighter news from the teletype machine.
- A WRMC-FM sticker, usually put on record album covers.
- A "Manual for Newsmen" that I wrote for use by people who prepared the hourly five-minute newscasts that ran from 6:55 AM to 12:55 AM the next day. I was the station's news director for two years (and news manager for one before that, if I remember correctly). I'm amused by the typos and other errors in the text, written before we had word processors with autocorrect features!
- The text I read at the end of my last evening news broadcast on 17 May 1974. My co-anchor was Jeanne Meserve, who went on to pursue a storied career as a broadcast journalist at local TV stations and CNN. (She won special recognition for her coverage of Hurricane Katrina in New Orleans, for example.) Another voice on the recording is from Denis O'Hayer, an accomplished broadcaster who remains in the radio business (at WABE public radio in Atlanta).
- The audio recording, on ¼-inch recording tape, of the last half-hour news show of my senior year (17 May 1974). I started producing and co-anchoring the evening news show in 1971 with Jim Douglas and Scott Harmon (class of 1972) and continued for about 3.5 years. During the summer of 1974, I hung around Middlebury (working for the grounds crew) and did some more evening news shows when WRMC was on the air. (If I remember correctly, the station didn't operate 24/7 during the summer.) So, even though I thought that the 17 May 1974 show was my last on the air, I actually did a few more shows (as a post-graduate). This last show, by the way, contains a bunch of mistakes and other flaws that probably typified our broadcast skills. Even so, we thought we were performing a real service to the Middlebury community by presenting the news to people in the pre-Internet days and at a time when not many students on campus even had televisions in their dorm rooms. (I'll appreciate a copy of the digital version of this recording, once you complete making it.)

I've been storing all these items in a file cabinet for about 50 years. I hope someone looking through the WRMC collections might find them interesting.

Let me know if you need further information about these items.

With best wishes,

Richard Hirsh

Jan. 22, 1973

FLASH
FORMER PRESIDENT JOHNSON DEAD
UPI 01-22 06:36 PES

YYY

119UPR
(WITH WEATHERVANE)TTK

FLASH
FORMER PRESIDENT JOHNSON DEAD
UPI 01-22 06:36 PES

YYY

BUREAUS: RELAY AND RSTURN WIRE IMMEDIATELY.
UPR

128UPR

B U L L E T I N

(SAN ANTONIO, TEXAS)---LYNDON BAINES JOHNSON, 36TH PRESIDENT OF THE UNITED STATES, DIED TODAY.

UPI 01-22 06:39 PES

UREAUS:
THE SPLIT IS CANCELLED ,RW IMEDIATELY.
UPR

130UPR

U R G E N T

MORE JOHNSON BULLETIN XXX TODAY.

JOHNSON...WHO SUCCEEDED JOHN F. KENNEDY AND THEN WON THE WHITE HOUSE WITH THE GREATEST LANDSLIDE IN AMERICAN POLITICS...DIED OF AN APPARENT HEART ATTACK.

A SPOKESMAN SAID JOHNSON WAS STRICKEN AT HIS RANCH IN CENTRAL TEXAS AND WAS FLOWN TO BROOKE GENERAL HOSPITAL IN SAN ANTONIO WHERE HE WAS PRONOUNCED DEAD ON ARRIVAL BY DR. GEORGE MCGRANAHAN.

JOHNSON'S WIDOW, LADY BIRD, WAS NOTIFIED AT HER OFFICES IN AUSTIN AND SHE IMMEDIATELY WAS FLOWN TO SAN ANTONIO.

FUNERAL ARRANGEMENTS ARE PENDING.

UPI 01-22 06:47 PES

131UPR

AUDIO ADVISORY

STATIONS...AUDIO WILL FEED SPECIAL OBIT PROGRAMS AND ACTUALITIES OF LBJ AT THE BOTTOM OF THE FIFTH AUDIO ROUNDUP.

U-P-I AUDIO-NEW YORK

UPI 01-22 06:48 PES

132UPR

MORE JOHNSON XXX PENDING.

JOHNSON, 64, LEFT WASHINGTON IN JANUARY, 1969 TO ASSUME THE LIFE OF GENTLEMAN RANCHER IN THE HILLS OF CENTRAL TEXAS WHERE HE WAS RAISED.

THE MAN WHO HITCHHIKED TO COLLEGE, RAN FOR HIS FIRST ELECTIVE OFFICE 35 YEARS AGO AND ROSE TO LEAD A NATION AND THE WORLD HAD SUFFERED THREE HEART ATTACKS.

HE SUFFERED HIS FIRST HEART ATTACK 17 YEARS AGO WHEN HE WAS A U-S SENATOR, AND TWO YEARS AGO WAS HOSPITALIZED FOR TWO WEEKS WITH ANGINA PECTORIS---A BLOCKAGE OF BLOOD FLOW TO THE HEART.

JOHNSON, ROBUST AT 6-3 AND 200 POUNDS, OFTEN BRAGGED OF HIS FORMULA FOR SUCCESS. HE GAVE IT IN TWO WORDS..."HARD WORK."

BUT JOHNSON WAS STRICKEN DURING A LIFE OF EASE AWAY FROM PRESSURE POLITICS.

HE SUFFERED HIS MOST RECENT HEART ATTACK IN CHARLOTTESVILLE, VIRGINIA, WHILE VISITING HIS DAUGHTER LYNDA AND HER HUSBAND CHARLES ROBB. AFTER SPENDING LESS THAN FIVE DAYS AT THE UNIVERSITY OF VIRGINIA HOSPITAL IN CHARLOTTESVILLE HE WAS BROUGHT BACK TO TEXAS AND THE BROOKE ARMY MEDICAL CENTER IN SAN ANTONIO, JUST 80 MILES SOUTH OF HIS HOME---THE L-B-J RANCH.

JOHNSON, THEN VICE PRESIDENT, BECAME THE 36TH PRESIDENT WHEN KENNEDY WAS ASSASSINATED IN DALLAS NOVEMBER 22ND, 1963.

A YEAR LATER THE FORMER SENATE MAJORITY LEADER AND VICE PRESIDENT WON THE PRESIDENCY IN HIS OWN RIGHT. HE RECEIVED 61 PER CENT OF THE POPULAR VOTE IN DEFEATING REPUBLICAN SENATOR BARRY M. GOLDWATER OF ARIZONA.

JOHNSON CHOSE NOT TO RUN FOR A SECOND FULL TERM AND WAS SUCCEEDED BY PRESIDENT RICHARD NIXON.

UPI 01-22 06:54 PES

1/9/76

(OF HUMAN INTEREST)

AN HISTORIC BANK ROBBERY IN LOS ANGELES.

SEEMS A MAN...MIDDLE-AGED, RESPECTABLE-LOOKING FELLOW...WALKED INTO A BRANCH OF THE SECURITY PACIFIC NATIONAL BANK AND TOLD A TELLER HE HAD AN ACCOUNT...AND WANTED TO WITHDRAW ONE DOLLAR AND 50-CENTS.

BUT THE MAN DIDN'T HAVE A WITHDRAWAL SLIP...OR ANY PROOF HE HAD AN ACCOUNT WITH THE BANK.

BUT WHEN QUESTIONED ABOUT THE ACCOUNT...THE MAN STEPPED BACK STUCK ONE HAND INTO HIS POCKET AND SAID..."GIVE ME THE DOLLAR-50 OR I'LL BLOW YOUR HEAD OFF."

THE STARTLED TELLER HANDED OVER A DOLLAR BILL AND A COUPLE OF QUARTERS...AND THE MAN LEFT.

PRESUMABLY HE RUSHED TO A WAITING GETAWAY CAR...SPED OFF TO A MOUNTAIN HIDEOUT...AND COUNTED THE SWAG.

JUST DOESN'T TAKE A LOT OF KEEP SOME PEOPLE HAPPY.

SPEAKING OF CROOKS...A CLEANING WOMAN WHO WORKS IN A CLINIC IN BRIGHTON, ENGLAND, WAS A LITTLE UPSET WHEN SHE FOUND THE MUDDY FOOT PRINTS OF A BURGLAR ON HER FRESHLY-WASHED FLOOR.

SO WHEN SHE FOUND THE WOULD-BE THIEF ASLEEP IN AN ARMCHAIR, SHE DID TWO THINGS.

FIRST SHE CALLED THE POLICE. THEN SHE PUT THE BURGLAR TO WORK WITH A BUCKET AND RAG. AND BY THE TIME THE OFFICERS ARRIVED, THE FLOOR WAS SPOTLESS ONCE AGAIN.

MANUAL FOR NEWSMEN

FIVE MINUTE NEWSCASTS

I. AIRED at 55 minutes after the hour except where programming prohibits a news format (Ex. Classical Music, Sports events, etc.) from 6:55 AM to 12:55AM the next morning.

II. Procedure to Prepare Report

A. Get the key to the newsroom from the control room or the business office. ALWAYS lock the door after leaving the newsroom. Make sure you don't lock the key in the room when you leave.

B. Clear the teletype by ripping off the paper using the upper edge of the clear plastic as a guide. Do not cut up a story in the middle of a transmission.

C. For the 5 Minute Newscast, look for a WORLD IN BRIEF (WIB). It is prepared by UPI to run about 4 minutes (sometimes less). It comes over 18 times a day during the week, 19 times a day on the weekend. The WIB, however, doesn't include any local New England, Vermont or Middlebury news. When you have the WIB, read it through, edit it to choice of what you think is most important, and lay aside.
If your newscast is at a time that a WIB does not come over the wires, but a WORLD NEWS ROUNDUP (WNR) does come over, you must use the ROUNDUP. It comes over 6 times during the day in the week, 4 times a day on the weekend. The difference between the two is that the WNR is a more detailed review of the major news events. The WIB is a small story, usually two or three sentences long. We prefer you to use the WIB, but if none comes over, use the WNR. You must edit the WNR more carefully, since it is timed for about 10 minutes. The main use of the WNR is for the longer news broadcasts, such as the Evening News Report.

D. Since one can listen to the competition downtown to hear world and national news, we like to give local coverage of the news as well. Since it relates to the people of our audience the most, it should not be considered just "fill"news. New England and Vermont stories come over the wires irregularly, and usually without any special headlines introducing it. When it clears, put the stories in the boxes on the shelves above the desk. When you have finished editing the WIB (or WNR), select some stories of local importance to read with the other news. Remember that at times there are stories of local origin that should take precedent of over the top national story. For example, when there is a big decision to drop Winter Term, the local importance is engough to warrant its placement first.

E. Place a weather forecast as your last story during the newscast. The forecast comes over the wires every 6 hours or so with the heading "VERMONT ZONAL FORECAST". After you use it type the forecast on another sheet of paper, with a carbon copy for the D.J.
Go to the thermometer on the Northern side of Proctor to check the temperature and sky condition (overcast, sunny, etc.) This information is given after the forecast in the following format:
CURRENTLY IT'S_____DEGREES AND _____.

Now IN Control Room - Compensate for sun.

F. The newscaster has five minutes to give his report. Timing should be within 30 seconds of the hour in which the report should end. If the report is 30 seconds early, for example,and the time is 2:59:30, the person should still say that it's 3 o'clock, so that it sounds accurate. The same applies if the report is 30 seconds late. Judging how many stories to read is simple if you look at the clock after reading every few stories. The best idea is to bring in more stories than you think you can read, putting them in a few different piles, and then reading what you have time for. You must, however, always read a weather forecast at the end of the report.

Now on the hour

G. When you finish your newscast and come back into the newsroom, put all the news you have read back in their respective places (see H below). For Local, Vermont, and New England stories, make sure you write the time that you used the story

on the copy. This is so it is not over-used each hour. You can use a local story more than once in the broadcast day, but use discretion.

H. Other stories that come over the teletype are the following. Next to each type of story is what you should do with them when they come over. All WIB's, WNR's, Local, Vermont, and N.E. stories are to be kept and place in the proper boxes or hooks until the 6:55 AM newscaster comes in the next morning; At that time they should be discareded before the morning copy is cleared so as not to get mixed up with new copy. By the way, after each story, or group of stories, the time it was transmitted and the day is given in the following manner:

UPR 1146PEST 2/17 → date (Feb. 17)
(time (11:46PM Eastern Std. Time)

Stock Market Reports and other Financial News	Put on proper hook
Sports Roundups and other sports news	Put on proper hook
Weather Stories	" " " " except
Local Weather Forecast	Put on the separate hook
Farm Market Analysis and Farm Grain Reports	Discard
FEATURE STORIES (such as Capital Dome, Today's Commentary, Women's world, etc)	Put in FEATURE BOX
Local, Vermont, and NE. stories	Put in respective boxes

AUDIO ROUNDUPS ON HOOK

I. Special Responsibilities

8 AM ~~6:55~~ AM newscasters are the first people in the day to read the news. News will have come over the wires uncut for ~~6~~ 8 hours. These newscasters must sort out the copy, discarding what is old from the day before, and find the latest and proper news and sports to read. These people should also find the latest weather report and type it up with a carbon copy for the D.J. and for later newscasters. Remember to discard all news except the news in the LOCAL box; this should be attached to the LOCAL clipboard above the shelves.

12:~~00~~ AM newscasters are similarly the last to read the news for some hours to come. Since the box that was built for the teletype was not engineered that well, you must pull the machine out for extended periods of time so that the paper can flow freely. Otherwise, the paper will backlog, the news will become garbled, and the ribbon may break. Since none is around to be distracted by its noise, the machine won't bother anyone.

WORK?

J. TAPED ACTUALITIES always

There are times when there will be actualities on carts prepared for use during the five minute newscasts. These actualities make the report sound a lot better and more professional, and their use is encouraged. However, like Local stories, to discourage over-use, put the time of use on the intro that they were used. Give the cart to the D.J.. and remind him that you will cue him when ready to play the cart. If you are interested in how we receive these actualities, see the News Director or Manager for instructions on the engineering of this simple task.

use only once

K. Sports, and Stock Market reports should be read only when required. The times are listed for these items on a bulletin board in the newsroom.

II. DELIVERY OF NEWS

Although it is almost impossible to write a primer on news delivery, since everyone has differnt voice patterns, etc, there are none the less some aspects to delivery that are essential. Firstly, the newscaster should have read through the copy carefully to make sure that there are no mistakes, typographical or otherwise. He should also be familiar with all pronounciations so as not to stumble while on the air. Secondly, the news-

caster should sound enthusiastic about the news. He should be interested in the stories and sound that way. We can't expect people to be interested in the news reports if the newscasters themselves are bored with it.
Intonation during the reading should not be the same as when one talks informally to a friend. Try to vary the patterns of the sentences so that it sounds interesting, and most of all, important. Listen to other students give the news and be critical of their form. Also listen to the established "pros" on television and radio to see what makes them good or bad. By being critical of others (constructively, of course), you can be more critical of yourself, and do a better report. Since a good majority of the students here at Middlebury depend on the radio to get the news from around the world, we must do a good job in presenting the news accurately, objectively, and interestingly. We owe it to the college.

III. Hopefully this little manual can help you with your newscasts. Unfortunately, it may have sounded a little like a "gripe" sheet. If so, I'm sorry. Although this is only a student run radio station, we like to sound as professional as possible. Our current broadcast range is ~~large~~ enough that conceivably 40,000 people could hear us. Plans are now being made to expand this broadcast range even larger. At the moment, we enjoy a very good reputation among other college stations, and we wish to keep that status.
Most of all, however, newscasts should be fun for you, and we hope that you enjoy them. If there are ever any problems, contact the News Director or News Manager.

2/22/72
rh/ch
RFH

Album No. _____

Property of WRMC - FM

For Evening News, Friday, May 17, 1974. Richard Hirsh 4:30 min

As some of you may know, this is the last Evening News that Jeannie and I will be doing here at Middlebury College. For both of us, it is unfortunate that this is the end, although we are grateful to WRMC and to our listeners for the chance to have done it for so long.

Jeannie started working for the radio station three years ago, when she signed up to do one of those early morning newscasts that so many of us woke up to. Since that time, her resounding voice and numerous other talents on the air and off have helped to contribute to the high quality of this station.

My first time on the air was a cold snowy Saturday at Five in the morning, doing a rock music show. If you missed that show 4 years ago, you were lucky. I learnt my lesson after that and then began doing some newscasts, and under the guidance of the beloved Jim Douglas, I got my first chance to do the Evening News, and have continued doing it ever since. It has been the greatest and most rewarding experience in my college career, and I will remember it well for a long time to come.

Jeannie and I were also very lucky in that the news has been so exciting over the past years when we have reported it. We came to Middlebury in the fall of 1970--in the wake of the protests against the Vietnam war. We have reported the U.S. involvement there and its eventual extrication. We have witnessed and read about the peace that was negotiated there--a peace that has never really come. We were on the air as a soft spoken man from South Dakota preaching peace and honesty campaigned for the highest office of the land, and we were there when his organization fell apart and he suffered one of the worst electoral defeats in U.S..history. We read on the air about Nixon's walk on the Great Wall of China, his serenading of the communist leaders of the world, and the rise of his popularity. And now we are reporting about the scandal and corruption which has eaten away that popularity, and which threatens his remaining in office.

And We have seen and reported how Middlebury College students protested the actions of what they thought was a misguided government. The last two years, however have witnessed an abatement of such activism, and we have reported that too. In general, we have reported about lots of wars, and misery, and hatred in the world, but we sincerely hope that the future will allow people like us to read about more pleasant subjects, such as peace and brotherhood among the world.

Thus, Jeannie and I and the others who work for WRMC have had the honor to convey to you the news stories of the day for the last few years. Along with that honor, we have also had an obligation to report the news as it happens, without distortion and without being unfair.. To this goal, we have tried to do our best. But, since we are human beings, with our own prejudices and caprices, there have been times, perhaps, when we have edited out this or that story in favor of another which did not warrant so much attention. The power of the news media is immense, and, although our reporting has sometimes been less than professional, we hope that our oversights and excesses have not been so flagrant as to cause any harm. The dissemmination of the news to the people is an important function that must be carried out in a democratic society, and we hope that we have fulfilled that obligation to our listeners. It should also be noted that we are fortunate to live in a country which allows a group of college students like us to perform such an important function.

That function, of course, will be carried out after Jeannie and I leave, under the guidance of the many people who have labored so unselfishly for this radio station. We would now like to thank some of those people who have helped us in the past and who will continue in the future. Such as Chris Graff, Jay Hume, Denis O'Hayre,

Steve Carr, Russ Marrazzo, Causton Toney, Don Rider, Dave Osborne, Karen Sloan, Dave Williams and Debbie Lyon. And to those who are also leaving Middlebury, or who have already graduated...such as Alan Levy, Peggy Robinson, Nick Bogert, Eric Waldron, Chris Brown, Jamie Lynch, Jim Douglass, Scott Harmon, Peter Temple, Dick Bayer, Katie Holland, and Anj Pettox. To these people, and to the countless others that I'm sure I've forgotten to mention, we owe our deepest thanks. And again, we would like to thank our listeners, who have stuck it out with us for the last four years. After all, it is the listeners who make a radio station what it is, and we are grateful for all those kind words of encouragement and those sometimes not so nice comments that we have received from you. They have helped us along, and have given us the courage and will to return to the air again and again, in the hope that we really are performing a useful and important function for our fellow students.

An that's the news this Friday evening, portions recorded. You're listening to WRMC-FM in Middlebury, Vermont, where the time is 7:30. For Jeannie Meserve, this is Richard Hirsh.....

Thank you, Good Night, and Good-Bye.

RH 5/17/74